

Message Text

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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P R 230301Z APR 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 1449

UNCLAS TOKYO 5319

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE OF EXHIBITION REPORT ON PREFABRICATED HOUSING
SYSTEMS AND MODULAR CONSTRUCTION UNITS (JEEP)

1. EXHIBITON: PREFABRICATED HOUSING SYSTEMS AND MODULAR
CONSTRUCTION UNITS (JEEP)

2. PLACE AND DATES: U.S. TRADE CENTER, TOKYO, JAPAN
APRIL 18-20, 1974

3. U.S. EXHIBITORS SEEKING REPRESENTATIVES: SEVEN

A) SALES REPRESENTATION AGREEMENTS SIGNED: ONE
UNDER NEGOTIATION: FOURTEEN

B) LICENSEE AGREEMENTS UNDER NEGOTIATION: NONE

C) JOINT VENTURE AGREEMENTS UNDER NEGOTIATION: ONE

4. SALES AT EXHIBITION:

A) IMMEDIATE SALES: 0

B) TWELVE-MONTHS SALES PROJECTION: \$6,700,000

5. NUMBER OF TRADE VISITORS: 977

6. NOTEWORTHY EVENTS:

ON SECOND DAY, MR. MITSUFUSA SAWADA, DIRECTOR-GENERAL,
HOUSING BUREAU, MINISTRY OF CONSTRUCTION, GOJ, TOURNED EXHITION.

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ATTENDANCE WAS EXCELLENT AND MORE THAN TC EXPECTED FOR THIS JEEP SHOW

BREAKDOWN OF ATTENDANCE BY DAY WAS: 1ST DAY - 424 (INCLUDING RECEPTION ATTENDEES); 2ND DAY - 342; 3RD DAY - 211.

7. TOTAL EXHIBITORS: NINE

- A) NTE: SIX
- B) NTM: THREE
- C) OTM: NONE
- D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: FIVE
- E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: FOUR
- F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: NONE
- G) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: NINE

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8. NARRATIVE:

BECAUSE OF STRONG RESPONSE FROM JAPANESE TARGET INDUSTRY AND SOLID RESULT OF THIS EXHIBITION, TC RECOMMENDS OIM CONSIDER THIS THEME WITH ADDITION OF ARCHITECTURAL HARDWARE, BUILDING MATERIALS FOR REPEAT AS REGULAR TC SHOW FOR FY 75 OR FY 76. EXHIBITORS THIS JEEP UNANIMOUSLY DESIRE RETURN FOR ANOTHER SHOW AND FURTHER PENETRATION IN THIS MARKET. WILL DISCUSS IN MORE DETAIL IN FINAL AIRGRAM REPORT.

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Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
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Disposition Event:
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